

EC'd Yes Last Received: 08/06/2012 12:36 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency () GMMB	Rep Firm
Advertiser () HIRSCHBIEL FOR CONG	3050 K ST NW	Sales Office () PHILADELPHIA
Product PAUL HIRSCHBIEL	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate# 1552	Agency C/P1/P2/E 106/113/1552	Salesperson Phone# 215-567-6005
Buyer Maura Gilroy	Flight Dates 08/07/2012 - 08/13/2012	Salesperson FAX# 215-567-5938
Phone#	Hiatus Weeks	
Fax#		

--- CONTRACT COMMENT ---

CLIENT: HIRSCHBIEL FOR CONGRESS SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$24,450
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A	EARLY AM NEWS	:30	\$500.00	08/07-08/10	1	1	1	\$500.00	
	2	TU-F	5P-530P	5PM NEWS	:30	\$900.00	08/07-08/10	1	1	1	\$900.00	
	3	TU-F	530P-6P	530PM NEWS	:30	\$900.00	08/07-08/10	1	1	1	\$900.00	
	4	TU-F	6P-630P	6PM NEWS	:30	\$1,500.00	08/07-08/10	2	1	2	\$3,000.00	
	5	TU-F	12A-1235A	2012 OLYMPICS LATE NEWS	:30	\$1,000.00	08/07-08/10	1	1	1	\$1,000.00	
	7	TU-F	7A-10A	2012 OLYMPICS TODAY SHOW	:30	\$1,000.00	08/07-08/10	4	1	4	\$4,000.00	
	8	SA-SU	9A-6P	2012 SUMMER OLYMPICS	:30	\$800.00	08/11-08/12	4	1	4	\$3,200.00	
	9	TU-SA	8P-12A	2012 SUMMER OLYMPICS	:30	\$3,500.00	08/07-08/11	2	1	2	\$7,000.00	
	10	M	5P-530P	5PM NEWS	:30	\$900.00	08/13-08/13	1	1	1	\$900.00	
	11	M	530P-6P	530PM NEWS	:30	\$900.00	08/13-08/13	1	1	1	\$900.00	
	12	M	6P-630P	6PM NEWS	:30	\$1,500.00	08/13-08/13	1	1	1	\$1,500.00	

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	13	TU-F	430A-459A	EARLY TODAY	:30	\$125.00	08/07-08/10	2	1	2	\$250.00	
	14	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$400.00	08/11-08/11	1	1	1	\$400.00	

---REPORT TOTALS---
Report Totals: 22 / \$24,450.00

---SALES MONTHLY TOTALS---

Aug 12: 22 / \$24,450.00
Sales Totals: 22 / \$24,450.00
Station Totals: 22 / \$24,450.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$71,912
CATV 0% WAVY 34% WGNT 0% WPXV 0% WTKR 23%
WTVZ 2% WVBT 7% WVEC 34%

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE